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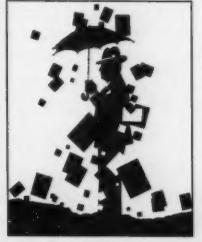
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- "Stamp Acts: Still recovering from the postage increase in January? Here's how the U.S. Postal Service may send you reeling again" (postal/mailing). Sandra R. Sabo, March 1995, p. 40.
- "The Unkindest Cuts: Slashing alumni programs and staff can be the most painful way to save money. But the process can teach you a lesson about priorities and cost-effectiveness" (cost cutting, management). Alan Dessooff, October 1995, p. 30.

### Revenue Raising

- "Banking on Alma Mater: Alumni credit cards, mortgages, and other financial services can benefit graduates and boost revenues. Here's how to choose the right program" (credit cards, financial services). Gerri Detweiler, October 1995, p. 18.
- "Beyond the Bottom Line: There's more to alumni merchandising than just raising revenue. To be effective, focus on your mission and alumni needs" (merchandising). Teresa Scalzo, June 1995, p. 10.
- "Consider the Costs: Alumni pros caution colleagues to examine the drawbacks of merchandising" (merchandising). Laura Christian Jackson, June 1995, p. 16.
- "Getting Down to Business: To start your alumni merchandising program off right, read these basics on vendors, liability, and quality control" (merchandising). Alan L. Dessooff, June 1995, p. 18.

- "Paying Their Dues: Graduates don't expect to receive alumni services for free, some directors say. Membership programs can give former students ownership—and help you raise revenue" (alumni dues). Teresa Scalzo, October 1995, p. 24.
- "Taxing Situations: Do your merchandising efforts 'substantially relate' to your association's mission? The answer means a lot to IRS and Postal Service rule makers" (merchandising, postal/mailing, unrelated-business income). Sandra R. Sabo, June 1995, p. 24.

- "What Works and What Doesn't: Alumni directors share details on their most—and least—successful merchandising efforts" (merchandising). June 1995, p. 21.

### Surveys

- "Dialing for Data: Need advice on conducting alumni

phone surveys? These 10 ideas can help you ring up the right responses" (surveys: alumni, research).

Martha Connor, July/August 1995, p. 44.

"Research to the Rescue: Do you really know who your readers are—and whether they care if you publish or not? Get beyond your gut reaction with readership research" (surveys: alumni). Debra J. Stratton and Angela M. Angerosa, February 1995, p. 46.

"Survey Sense: Want to know more about your alumni body? Smart research by mail can give you the personal data you need" (surveys: alumni, research). Anne M. Pollick, July/August 1995, p. 50.

## Fund Raising

### Annual Fund

"An Annual Fund Swap Fest: Tips, advice, and ideas to boost your fund-raising success—from colleagues around the continent" (auctions, annual fund, direct mail, phonathons). Ellen Ryan, April 1995, p. 10.

"Dealing with Donor Anger: Sure, the public is mad about junk mail and junk calls. But campus fund raisers don't have to worry about hostile alumni—or do they?" (annual fund, direct mail, donor solicitation, phonathons, fund-raising climate, regulation of charitable solicitation). Mike McNamee, April 1995, p. 16.

"Double Duty: How should you handle your annual fund during a capital campaign? Hint: Don't let the annual fund wilt from neglect" (annual fund, capital campaigns). Sandra R. Sabo, November/December 1995, p. 26.

"On the Block: Organizers of auctions and other fund-raising events tell how they work smart and stay legal" (annual fund, auctions, special events). Linda Daily, April 1995, p. 22.

### Capital Campaigns

"Designing the Campaign: From letterhead to labels, your publications need to be consistent, eye-catching, and inspiring. Here's how to make them stand out" (capital campaigns, publications). Carol Cheney, November/December 1995, p. 34.

"Double Duty: How should you handle your annual fund during a capital campaign? Hint: Don't let the annual fund wilt from neglect" (annual fund, capital campaigns). Sandra R. Sabo, November/December 1995, p. 26.

"Exit, Stage Left: The departure or death of a top-billed fund raiser can threaten campaign morale and momentum. Here's how to keep your show on the road" (capital campaigns, president's role in fund raising). Donna Shoemaker, November/December 1995, p. 18.

"Expert Advice: Consultants tell how to handle several campaign conundrums" (capital campaigns). November/December 1995, p. 72.

"Taming the Campaign Extravaganza: Big, showy fund drives may be falling out of favor with campus audiences. Some experts' thoughts on reining in the beast" (capital campaigns). Ellen Ryan, November/December 1995, p. 12.

### Computers

"Bucking the System: Mad at your alumni/development software? Dreaming of what the next upgrade will do? Six campus professionals sound off" (computers/word processors). Ellen Ryan, May 1995, p. 26.

"What's Where in Phonathon Software" (computers/word processors, phonathons). June 1995, p. 38.

"What's Where in Software: An Update: You asked for it—more listings of alumni/development computer systems" (computers/word processors). May 1995, p. 32.

### Foundation Support

"Command Performance: How to garner great reviews of your visit to—or from—a foundation" (foundation support, grants). Mary Margaret Walker, February 1995, p. 36.

"The Foundations of Research: Directories, newsletters, and the Internet are the arrows in your prospect research quiver. Use them well to hit the bull's eye" (foundation support, grants, proposals, prospect research). Daniel Turse Jr. and Jo Anna Norris, February 1995, p. 30.

"The Perfect Proposal I: The View from the Foundation: A funder's tips on avoiding the rubber stamp" (foundation support, grants, proposals). Sandra A. Glass, February 1995, p. 24.

"The Perfect Proposal II: The View from Campus: A campus fund raiser tells how to cultivate foundation fruits" (foundation support, grants, proposals). Barbara Stowe, February 1995, p. 25.

"Pinpointing Your Top Prospects: Three steps to target your best shot at funding" (foundation support, grants, proposals, prospect research). Dennis A. Prescott, February 1995, p. 32.

### Management

"The Case Against Professionalism: Why we development officers are different from doctors and lawyers" (professionalism). F.A. Hilenski, June 1995, p. 64.

"Clarifying the Rules: A CASE advisory addresses fund raisers' concerns about new FASB accounting regulations" (management reporting standards, business office). Ellen Ryan, September 1995, p. 48.

"Million-dollar Motivations: A researcher asks 20 top givers what prompted their generosity" (donor motivation, research findings). Thomas J. Reilly, January 1995, p. 10.

"Share the Glory: Everyone—not just the fund raiser—has a role in attracting gifts" (management). James T. Harris, April 1995, p. 56.

"Shut Up, Already: When cultivating donors, your silence can be golden" (donor cultivation). Janet Levine, October 1995, p. 72.

"You Make the Call: Exercise your ethics on these five dilemmas in development" (ethics). Ellen Ryan, October 1995, p. 48.

### Planned Giving

"Solving the Planned Giving Puzzle: You can piece together the gift vehicle that's just right for each prospect's needs—and yours" (planned giving, marketing, donor solicitation). Deborah Blackmore Abrams and John S. Foster, March 1995, p. 26.

### Prospect Research

"How Much Is That Donor in Your Records? Step-by-step advice for figuring net worth and giving ability" (donor solicitation, prospect research). Robert G. Millar III, July/August 1995, p. 38.

### Special Fund-raising Efforts

"Avoiding the Hot Seat with Endowed Chairs: A written policy will help you clarify your endowment rules for staff, faculty, and donors. Here's what to consider for your program" (endowment). Robin Netherton, October 1995, p. 10.

"Eating the Elephant: Like beating the odds in a fac-

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ulty-staff fund drive, it's a big job. Here's how to achieve the whole goal" (faculty involvement). Stephanie Joyce, June 1995, p. 32.

"Fabulous Fund Raising: The 1995 award winners for campus development" (CASE Circle of Excellence). Ellen Ryan, October 1995, p. 59.

"Going for Reunion Gold: How to coach your volunteers to victory in raising cash from classmates" (reunion gifts). Nancy Henderson, September 1995, p. 32.

"Special Events from A to Z: Need advice on planning a letter-perfect celebration? Read on" (special events). Andrea Barbalich, February 1995, p. 40.

"With a Little Help from Your Friends: Can you get gifts from neighbors, vendors, and community groups? Yes—if you're organized and willing to meet them halfway" (community relations, donor cultivation). Nancy Henderson, January 1995, p. 50.

## Stewardship

"Many Means of Thanks: Donor recognition doesn't have to be expensive—but it must be personal and sincere. Five examples tell the tale" (donor recognition, stewardship). Ellen Ryan, September 1995, p. 41.

"Thanks Again—And Again: Seven simple steps to a successful donor recognition plan" (donor recognition, stewardship). Kay Kirkman, September 1995, p. 38.

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"Fabulous Fund Raising: The 1995 award winners for campus development" (CASE Circle of Excellence). Ellen Ryan, October 1995, p. 59.

"In the Winners' Circle: CASE's 1995 alumni relations and communications award winners" (CASE Circle of Excellence). October 1995, p. 50.

"No Limit to What We Can Accomplish: The outgoing board chair looks back at his two years in charge—and ahead to what's in store for CASE and education" (CASE programs and activities). July/August 1995, p. 8.

"The Stories of Her Life: CASE's Virginia Carter Smith, in the words of her colleagues and friends" (CASE programs and activities). Karla Taylor, November/December 1995, p. 54.

"Strengthening CASE's Governance: How changes in the board structure and makeup will ensure more effective and efficient trustees" (CASE programs and activities). June 1995, p. 7.

## People Profiles

"Richard A. Ammons: The Devil Is in the Detail." Sarah D. Eveland, April 1995, p. 53.

"Sandra Golden: Get the Message Out." Sarah D. Eveland, June 1995, p. 59.

"Henry S. Hamlin: I've Never Been Tempted to Leave." Sarah D. Eveland, September 1995, p. 61.

"John E. Kobara: Communication Is Key." Sarah D. Eveland, January 1995, p. 61.

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## Professor of the Year

"Summa Cum Laude: CASE's five Professors of the Year reveal why they're tops at teaching" (Professor

of the Year). February 1995, p. 10.

## Government Relations

"Eye on the Government: Federal and state legislative issues to watch" (issues management). Laila Van Eyck, April 1995, p. 45.

"In Support of Student Aid: Congress is considering cuts in student loans and grants. Here's what could happen—and how advancement officers can respond" (student aid). James Devitt, April 1995, p. 42.

"Legislative Lessons: State-relations strategies for government, alumni, and public relations officers" (state relations, public relations support). Laila Van Eyck, April 1995, p. 46.

## Institutional Relations

### Communications Effectiveness

"Face to Face: An expert argues that one-on-one communication is the single defining factor in public relations success" (communication theory, constituent relations, effectiveness, persuasion). Robin Netherton, May 1995, p. 8.

"Get Real: Five practical steps for putting personal contact into your PR program" (communication theory, constituent relations, effectiveness, persuasion). Robin Netherton, May 1995, p. 12.

"High-tech or High-touch? In the advancement field, you have a choice about how you communicate" (fund-raising support, student recruitment support, effectiveness). M. Fredric Volkmann, May 1995, p. 56.

"The Right Tools for the Right Jobs: A chart showing the best uses for 17 different communication techniques" (communication theory, effectiveness, persuasion). Andrea Barbalich, May 1995, p. 25.

"What Would You Do? Different situations call for different communication strategies and tools. Here, CURRENTS poses three tough questions, and campus PR people provide the tough answers" (effectiveness). Andrea Barbalich, May 1995, p. 18.

## Crisis Management

"After the Doors Stopped Shaking: How three campuses coped with the Oklahoma City bombing" (crisis planning, media relations). Andrea Barbalich, September 1995, p. 64.

"Are You Ready? When crisis strikes on your campus, will you be prepared? Take this test to find out" (crisis planning, media relations). September 1995, p. 10.

"It's Not Over Yet: The aftermath of a crisis can be the most important time of all for the PR office. Here's how to meet your campus's long-term needs" (crisis planning, media relations). Bruce Erickson, September 1995, p. 20.

"Lessons Learned: PR pros offer their best crisis-management advice" (crisis planning, media relations). September 1995, p. 17, 23.

"When the Unthinkable Happens: From a professor on a rampage to a president accused of racism, a crisis can shake a campus. Here, the best advice for coping when bad news abounds" (crisis planning, media relations). Sandra R. Sabo, September 1995, p. 14.

## Institutional Image

"Designing the Campaign: From letterhead to labels, your publications need to be consistent, eye-catching, and inspiring. Here's how to make them stand

out" (capital campaigns, fund-raising support).

Carol Cheney, November/December 1995, p. 34.

"Living with a New Identity: You've changed your institution's stripes—but will stripes stay in fashion over time? Here's how to keep your graphic identity system up-to-date" (institutional image). Laurel H. Kimball and Alfred C. Sanft, January 1995, p. 16.

## Internet Communications

"Frequently Asked Questions About Life on the Internet" (computers/word processors, Internet communications). Andrea Barbalich, January 1995, p. 30.

"Gains and Losses: A publications director explores the pluses and minuses of communicating via e-mail" (Internet communication, electronic mail). Laura-Jean Gilbert, May 1995, p. 16.

"Headlines Online: The arrival of electronic newspapers means new opportunities in campus PR" (computers/word processors, Internet communications, media relations). Sandra R. Sabo, January 1995, p. 38.

"Network News: E-mail, gophers, bulletin boards, and more: How communicators can make the most of the Internet" (computers/word processors, electronic mail, Internet communications). Patricia A. Facciponti, January 1995, p. 22.

"Not on the Net? You can still get wired, even if your institution doesn't have a full-blown Internet connection" (computers/word processors, Internet communications). Mark A. Fisher, January 1995, p. 28.

"Web Policies That Work: Worried about what your campus posts on the Internet's World Wide Web? Here's how communications offices can promote consistency and accuracy" (Internet communications, computers/word processors). Michael Stoner, October 1995, p. 36.

"The Web We Weave: The World Wide Web can help you snare more online attention from prospective students and the media. Here, one news editor untangles the complexities" (computers/word processors, Internet communications). Bob Fisher, January 1995, p. 32.

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"Balancing Act: How to keep the plates from falling—and other tricks for managing the small PR office" (cost cutting, management, small shops). Marc C. Whitt, March 1995, p. 34.

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"Smart Staffing: A management expert tells how to organize employees in the PR office for best results" (management, staffing, institutional relations, staff management). Marc Landsberg, June 1995, p. 40.

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## Media Relations

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"Media Mentality: Newsrooms are changing, but one thing remains the same: To succeed in media relations, you must think like a journalist" (media relations). Maridith Walker Geuder, November/December 1995, p. 46.

"Media Muddles: How campus PR pros and edu-

tion reporters handle three of the most perplexing problems in media relations" (electronic media, media relations, national media, print media). William Schreiber, July/August 1995, p. 56.

### Special Events

"Special Events from A to Z: Need advice on planning a letter-perfect celebration? Read on" (special events). Andrea Barbalich, February 1995, p. 40.

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"Conference Carry-overs: What to do before, during, and after a seminar so you don't leave your good ideas in your luggage" (personal development). Angela Carbone Sontheimer and Rebecca A. Riley, February 1995, p. 64.

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"Close to Home: Strong campus coverage can mean the difference between a good alumni periodical and a great one" (content, editing, writing). David Fyten, July/August 1995, p. 18.

"Great Starts: Judges in CASE's 1995 Circle of Excellence Awards went under cover to seek the best beginnings in alumni magazines. Here, insider opinions on three of the competition's most exciting covers" (design). July/August 1995, p. 14.

"The Heart of the Matter: How one magazine captures the true spirit of its campus" (content, editing, writing). David Gibson, July/August 1995, p. 21.

"Periodical Profundity: Astute advice for taking your periodical from OK to excellent" (content, design, editing, cost cutting, management). Ellen Ryan, July/August 1995, p. 32.

"Research to the Rescue: Do you really know who your readers are—and whether they care if you publish or not? Get beyond your gut reaction with readership research" (reader surveys). Debra J. Stratton and Angela M. Angerosa, February 1995, p. 46.

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"The Toughest Interview: How to survive a Q&A with your CEO" (interviewing). John Brady, May 1995, p. 44.

"What's In It For Me? Design expert Jan White offers five ways to make your periodical more relevant to readers—and more dynamic in the process" (design, editing). Jennifer Jackson Salopek, July/August 1995, p. 26.

"The Wisdom of the Sages: Three alumni editors pass a professional and personal legacy on to colleagues and readers" (editing, editorial independence, magazines, periodicals editor). Patricia Ann LaSalle, June 1995, p. 48.

### Publications

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"Living with a New Identity: You've changed your institution's stripes—but will stripes stay in fashion over time? Here's how to keep your graphic identity system up-to-date" (graphic identity, design). Laurel H. Kimball and Alfred C. Sanft, January 1995, p. 16.

"Making the Web Work for You: An alumni office home page on the Internet's World Wide Web can be a benefit—if you use it properly. These ideas can help you manage this tool" (Internet communications, computers/word processors). Dean Woodbeck, November/December 1995, p. 40.

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"Speaking the Same Language: Tips to help alumni directors communicate with campus computer experts" (computers/word processors, Internet communications). Gail S. White and Bennett Gaston, November/December 1995, p. 44.

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### Student Recruitment

"High-tech or High-touch? In the advancement field, you have a choice about how you communicate" (recruitment communications). M. Fredric Volkmann, May 1995, p. 56.

"Inspiring Minds: Use faculty to persuade the best and brightest prospects to enroll at your institution" (faculty involvement). Jean K. Habermehl, February 1995, p. 52.

"Net Gains: Increase your pool of students through electronic recruitment on the Internet" (Internet communications, recruitment communications). Mark A. Fisher, April 1995, p. 36.

"The Windup—and the Pitch: Your student recruitment video will be a hit with prospects when you follow these experts' tips" (recruitment communications, video). Jennifer Delahunt Britz, October 1995, p. 42. C

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